



MEDIA KIT

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Brand Story



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Taty's Brand Story

Taty Fittipaldi: A Storytelling Journey to Leadership Impact

At 11 years old, I stepped onto an international flight alone, leaving behind the familiar comforts of home for an experience that would forever shape my view of the world. That trip wasn't just about travel—it was a lesson in resilience, adaptability, and, most importantly, the realization that confidence isn't something we create; it's something we live. We don't wake up one day feeling capable; we step into our capabilities by pushing beyond what we thought was possible.

That moment was my first brush with a truth I would later rediscover in boardrooms, executive coaching sessions, and leadership discussions: we are all far more capable than we think. And, just as importantly, our stories are the key to unlocking that realization.

Yet, as I climbed the corporate ladder, managing multi-billion-dollar budgets and leading global teams, I noticed a gap—executives, some of the brightest minds in business, struggled to engage, inspire, and influence. They could present data, set strategies, and drive operations, but they weren't telling stories that connected, moved, or motivated people. And I knew why: because no one had ever taught them how.

I had felt that gap too. Even in my extensive leadership and communication training, no one had ever taught me storytelling as a leadership skill. I didn't even realize it could be used as such. But early in my career, I read a book that transformed how I saw my role, my work, and the way I showed up. It changed everything. And I realized that if a book could shift my mindset so profoundly, why couldn't mine do the same for other executives?

That's why I wrote ***Mastering Business Storytelling***. I wanted to take what I had learned through decades of leadership and make it simple, digestible, and actionable. No fluff, no overcomplicated theory—just practical, neuroscience-backed strategies that any executive can apply immediately. Because storytelling isn't about being creative; it's about belonging. And when you tell a story, the listener belongs to your world.

Today, through **Coaching Expatriates®**, I help leaders worldwide harness the power of storytelling to elevate their communication, build stronger teams, and drive real business impact. When you change the way you tell your story, you change the way people see and connect with you. And when that happens, your leadership transforms.

Because leadership isn't just about making decisions. It's about making an impact. And the right story—told the right way—has the power to do exactly that.